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**SUMMER INTERNSHIP REPORT 2020**

**COVID-19 Awareness and B2C Research**

**Submitted To  
Prof. Chetan Jhaveri**

**Submitted by  
Princejeet Singh (191136)**

**Internship Organization:**



**Date of Submission: 5<sup>th</sup> July 2020**

**Summer Project Report 2020: Complete Marketing Plan For Mass Market Bread**  
**With Reference To 5c's Of Marketing**

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<b>SUBMITTED TO</b>	<i>Institute of Management, Nirma University, Ahmedabad</i>
<b>COMPANY NAME &amp; ADDRESS</b>	<i>Chefline Associates Head Office: RZ-1, Syndicate Enclave, Pankha Road, New Delhi 110045</i>
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<b>SUBMITTED TO</b>	<i>Prof. Chetan Jhaveri</i>
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<b>CORPORATE MENTOR</b>	<i>Mudit Ahuja, Project Sales</i>

# Acknowledgement

Chefline Associates presented a perfect internship opportunity for a Marketing student like me. It opened doors to a new world for me, a world full of opportunities, brainstorming, researching human activities and how to be a better salesperson. I consider myself lucky to have been given this opportunity. This internship has prepared me for a job in any business setting where sales and business development activities are involved and has boosted my confidence alot. Thus, I would first and foremost like to thank Mr. Rajesh Ahuja, Director Chefline Associates, for providing me with this opportunity, the experience gained there will prove to be truly useful in guiding me in any future roles.

I would take this opportunity to thank Mr. Mudit Ahuja, Project Sales and my mentor at Chefline Associates, for taking me under his wing despite his busy schedule and for guiding me. Without him, I wouldn't have learned as much as I have, and wouldn't have gained as much exposure in the business world outside.

I would like to express my gratitude to each worker of Chefline Associates for their motivation and valuable instructions which were remarkably important for my project both practically and theoretically. I see this as a major achievement in my career advancement. I will strive to utilize my learnings, valuable aptitudes and information in the most ideal manner, and I will keep on working hard to improve and accomplish my professional goals.

## DECLARATION

I, Princejeet Singh, hereby declare that this project titled “**Complete Marketing Plan For Mass Market Bread with Reference to 5C’s of Marketing**” submitted at Institute of Management, Nirma University is an original work done by me under the guidance of Mr. Mudit Ahuja, Chefling Associates, Delhi and Prof. Chetan Jhaveri my faculty coordinator.

This project work is submitted in the partial fulfilment of the requirements for the award of the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

# Index

Particulars	Page No.
<b>Part A</b>	
About The Company	6
Products and Services	8
Competition Analysis	12
Industry Analysis	15
Company Analysis	17
McKinsey 7-S Framework	18
Porter's 5 Forces Model	21
<b>Part B</b>	
Projects Undertaken	24
Methodology Advised	25
Glimpses of Our Work	27
<b>Part C</b>	
Key learnings from Summer Internship	29
Bibliography	30

# **About The Company**

## **Cheflines Associates Pvt. Ltd.**

### **Organization History**

Cheflines is a one-off its kind family owned and operated organization and was created in 1991 by Rajesh Ahuja.

Head Office: RZ-1, Syndicate Enclave, Pankha Road, New Delhi 110045 (India)

Works 1: 812 / E-12 (A2) Samtel Zone, Bhiwadi Industrial Area, Alwar, Rajasthan, 301019

Works 2: H1-591, Chopanki Industrial Area, Alwar, Rajasthan, 301019

### **Directors and Management Team**

#### **Rajesh Ahuja (Director)**

An astute leader in hospitality sector with a Diploma in Hotel Management from IHM – Pusa, New Delhi, Rajesh started his career in 1990 in Kitchen Stewarding in Hyatt Regency- New Delhi for a very brief period. In 1991 his entrepreneurial skills and self-driven attitude motivated him to start Cheflines which now is a 29-year-old company offering turnkey solutions in the manufacturing of commercial kitchen equipment with one of India's largest shop floors in the industrial areas of Bhiwandi & Chopanki Rajasthan.

With an insatiable hunger to do more, learn more and recognizing the need of the industry he ventured with Amerex (from Alabama US )– introducing Kitchen Fire suppression systems in India. As the CEO of Amerex India in a short span of 8 years of its launch, he has played a pivotal role in educating and exposing the industry about various crucial aspects for Kitchen Fire safety.

Rajesh has been credited with designing and executing many prestigious projects across the country like the TAJ Hotels, Ibis, Radisson, Ecole Institute Lavasa, Casino Royale Goa, CIS and many others. He is also an advisory board with many Malls for Kitchen Fire Suppression system in Delhi NCR.

He has been involved in more than 5000 kitchens from concept design to execution.

**Swati Ahuja (Director)**

An entrepreneur with a proven track record of successful alliances and ventures, Swati is an hospitality professional from IHM Pusa. After graduating in 1990, She was roped in by Hyatt Regency, New Delhi in the area of Housekeeping. A consistent top performer with an eye for detail, she was recognized for her talents by Hyatt and subsequently awarded for it as well. After embracing her motherhood and giving birth to two wonderful boys, she joined Chefling Associates in 1998, spearheading QMS and Accounts since.

Swati, then moved into a role of a social entrepreneur and made an alliance with Kidzee, for operating a pre-school ensuring early development and growth of kids and parents alike. She has been credited of having faith of more than 1000+ parents and subsequently awarded 5 consecutive A+ ratings from Kidzee. She has proved herself as a highly skilled people management individual.

**Mudit Ahuja (Project Sales)**

A young and a brilliant individual with an education in Hospitality Management from Le Cordon Bleu India, G.D Goenka University, Mudit believes that he has garnered the requisite skills to call himself a change bearer in the hospitality industry. He comes from resplendent beliefs backed by a plethora of experiences, training, and internships, some of which include: Amerex Fire Suppression Systems, Chefling Associates Kitchen Solutions, and an internship with the coveted ITC Maurya, New Delhi in all core departments. Mudit directs a commissary kitchen in New Delhi and is the visionary founder of a bakery company - MAD Gourmet.

With an experience spanning more than 6 years and memberships with organizations like FSAI (Fire & Security Association of India) coupled with bright ideas and skills like planning & rendering of commercial kitchens and a Ground root level understanding of the hospitality industry, he believes in delivering nothing but the very best.

## Products and Services

Chefline has set up a state of the art manufacturing unit(s) of Kitchen Equipment at an industrial town approximately 70 Kilometres from New Delhi. The company shifted its existing shop floor to the first unit which was built in 2003 and has 12000 sq. ft. at -Bhawani in Rajasthan. The company's added its second shop floor in 2013 and has 5500 sq. ft. at Chopanki Industrial Area, Bhiwandi, Rajasthan. The company thus claims to be one of the largest units in terms of space, manpower, plant machinery, having facilities under one roof in northern India to manufacture commercial kitchen equipment of high quality.

## Brands



The Chefline group is made of up diversified and specialised brands that cater to markets of specific and customised needs.

**1. Chefline Group**

With over 10,000 shop drawings and layouts drawn for over 5000 customers and over 8000 complete kitchens delivered, Chefline offers around 500 products for sale in the SS 304 stainless Steel segment.

**2. Amerex India**

In 2011 Amerex India was born to provide the Indian subcontinent with high quality UL Certified Kitchen Fire Suppression Systems.

**3. Refrigeration Equipment India by Chefline**

In 2015, Chefline added a specialized unit for manufacturing high quality Refrigeration Equipment – pure SS 304 build with Danfoss compressors

**4. Class Hospitality Consultants**

In mid 2016, Chefline added a dedicated wing for Facility Planning, Project Management and Hotel Management Services

**5. SS Hoods by Chefline**

A range of UV backed hoods and ventilation systems, UV eats through the grease in the hoods allowing for low maintenance.

**6. Chefline Healthcare**

Upcoming brand, foraying into the healthcare sector with UV Sanitising stations and employee protection kits.

## Services

- Kitchen Planning
  - Identifying, Sizing and designing of food service equipment required in the kitchen with detailed shop-drawings & Preparing a kitchen layout to ensure proper work flow.
- Facility Planning
  - Optimal planning and design of kitchen, back of the house, and administration areas of the hotel for efficient and cost effective operations, within cost and quality parameters
- Customised Production of Equipment
  - Manufacturing of equipment as per requirement to suit the design, budget and specifications finalised.
- Fire Suppression systems
  - Engineering, design & installation kitchen fire suppression systems



KITCHEN EQUIPMENT



REFRIGERATION EQUIPMENT



HOT COOKING EQUIPMENTS



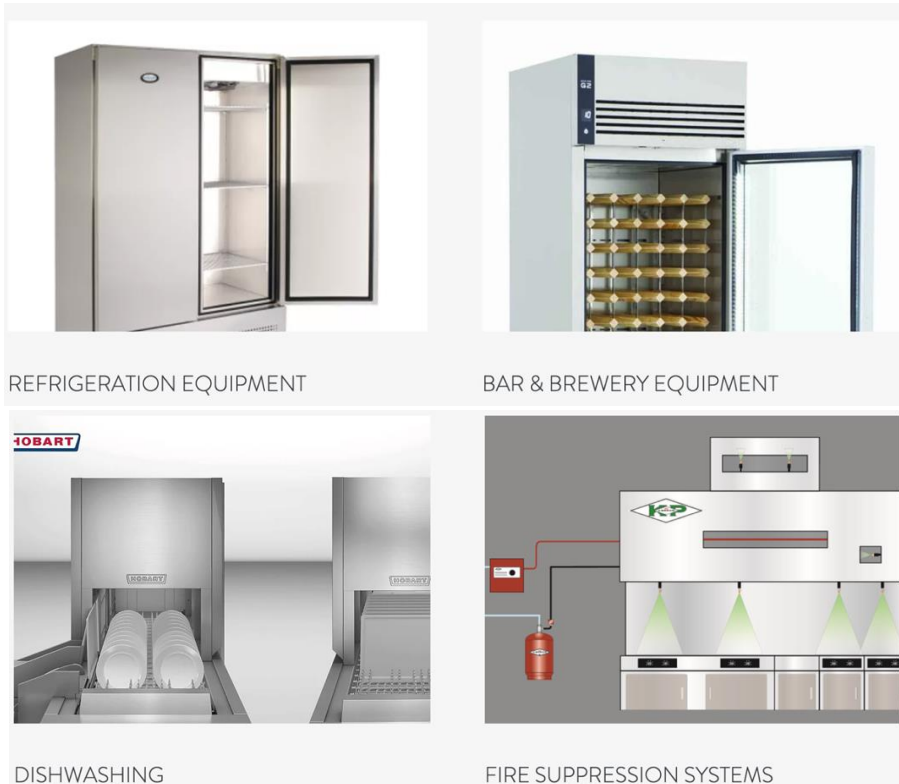
HOODS & VENTILATION SYSTEMS



BAR & BREWERY EQUIPMENT



KITCHEN EQUIPMENT

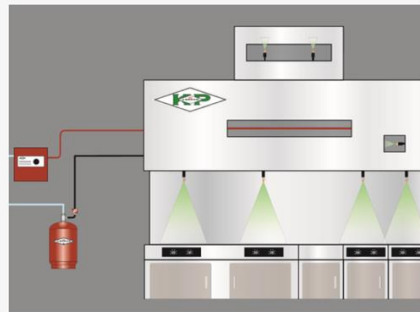


REFRIGERATION EQUIPMENT

BAR & BREWERY EQUIPMENT



DISHWASHING



FIRE SUPPRESSION SYSTEMS

## Markets and Customers

Chefline is primarily into project sales for Business to Business commerce creating turn-key solutions for its customers. It has divided its business primarily into two key areas; Consultancy and Manufacturer of varied products.

Chefline's majority of clients are multinational hospitality chains like Marriott, Hyatt, Hilton and Indian groups like Oberoi's, Taj Hotels and ITC. Chefline enters the sale process during the planning stage of restaurants, hotels or restructuring of back-end systems of various hospitality establishments. Class Hospitality Consultants (an arm of the Chefline Group) provides consultancy and delivers its expertise in planning of the kitchen and its ancillaries, guiding it's client through the painstaking process of visualising kitchen operations and delivers a comprehensive plan of action.

As per the plans developed by Class Hospitality Consultants, various brands of Chefline enter the next phase; which is to manufacture as per the said plans and install the finished products. Refrigeration equipment are taken care by REI, Fire suppression system are handled by Amerex India and Turn-key equipment are manufactured by Chefline's own facilities. With a workforce of 400 plus employee, Chefline delivers and installs it's product on site. The group also provides maintenance services as the equipment are custom made or imported with intricate specifications.

## Cheffline Customer Persona



Hotels and Resorts



Restaurants, Clubs and Commisaries



Institutional Sales (Corporates)

## Competition Analysis

### Aster Technologies Private Limited

Founded in 1990, Aster Technologies Pvt Ltd have established ourselves as an ISO, FHRAI, IGCC and CE accredited manufacturer, supplier and trader of Commercial Food Service Equipment, Refrigeration Equipment, Fire Suppression System and Dishwashing Systems.

Business Type	Manufacturer, Supplier, Trader and Service Provider
Sales Volume	700 Million
Import Volume	210 Million
No. of Staff	175
Year of Establishment	1990
No. of Production Units	03
OEM Services	Yes to over 60 firms
Production Type	Semi-automatic
No. of Engineers & Designers	40
Standard Certification	ISO, IGCC, CE and FHRAI
Products Offered	1. Commercial Food Service Equipment 2. Refrigeration Equipment 3. Dishwashers 4. ANSUL Fire Suppression Systems
Services Offered	Annual Maintenance Contracts (AMC)

## Simple Enterprises

Incorporated in 1977, the company pioneered most of the equipment and had the opportunity to create for various hotels and restaurants in India and abroad.

Simple has wide range of equipments which covers all the requirements of any modern kitchen, bakery, laundry, housekeeping, material handling (different type of trolleys) and health clubs

Simple has a blend of highly qualified youth and vastly experienced technicians who are constantly designing new equipment to suit contemporary standards and designs. The product range is wide and varied to suit the various needs of today's fast paced customer. The kitchen equipment range is designed with versatility that will give many years of service.

Business Type	Manufacturer, Supplier, Trader and Service Provider
Sales Volume	200 Million
Import Volume	80 Million
No. of Staff	230
Year of Establishment	1977
No. of Production Units	01
OEM Services	Yes to over 30 firms
Production Type	Semi-automatic
No. of Engineers & Designers	N/A
Standard Certification	ISO, IGCC, CE and FHRAI
Products Offered	1. Commercial Food Service Equipment 2. Refrigeration Equipment 3. Dishwashers
Services Offered	Annual Maintenance Contracts (AMC)

## Rans India

Rans Technocrats has been serving the Hospitality Industry since 1998. The company undertakes projects from planning of kitchens, to manufacturing and installation of foodservice equipment. The company also undertakes customized fabrication of kitchen equipment. The company uses 18/8 stainless steel under the highest quality standard of manufacturing process.

## Rite Equipments

One of the leading turnkey solution providers in India.

Business Type	Manufacturer, Supplier, Trader and Service Provider
Sales Volume	800 Million
Import Volume	150 Million
No. of Staff	70
Year of Establishment	1990
No. of Production Units	03
OEM Services	Yes to over 120 firms
Production Type	Semi-automatic
No. of Engineers & Designers	N/A
Standard Certification	ISO, IGCC, CE and FHRAI
Products Offered	1. Commercial Food Service Equipment 2. Refrigeration Equipment 3. Dishwashers 4. Consultancy
Services Offered	Annual Maintenance Contracts (AMC)

## Mod Kitchen Equipment

MOD specializes in turnkey kitchen projects viz: planning, designing, services layouts-procurement-installation, commissioning & imparting training to customers' staff responsible for maintenance of the equipment. MOD is a regular supplier of kitchen equipment to hotels of international repute, restaurants, export houses, educational institutions and industrial units all over the country.

Business Type	Manufacturer, Supplier, Trader and Service Provider
Sales Volume	150 Million
Import Volume	50 Million
No. of Staff	25
Year of Establishment	2004
No. of Production Units	02
OEM Services	Yes to over 50 firms
Production Type	Semi-automatic
No. of Engineers & Designers	N/A
Standard Certification	ISO, IGCC, CE and FHRAI
Products Offered	1. Commercial Food Service Equipment 2. Refrigeration Equipment 3. Dishwashers 4. Consultancy
Services Offered	Annual Maintenance Contracts (AMC)

## **Industry Analysis**

### **Commercial Cooking Equipment Market Overview:**

Global Commercial Cooking Equipment Market accounted for \$9,105 million in 2016, and is expected to reach \$11,740 million by 2023, registering a CAGR of 3.8% from 2017 to 2023. Commercial cooking equipment play a vital role in the food service & processing industry. Cooking equipment, such as ovens and fryers, are used to prepare numerous raw & cooked food items. These equipment are popularly used in restaurants, hotels, and other commercial kitchens for ease in food preparation, increase in food safety, and reduction in labour & operational cost.

Restaurants have been gaining popularity among consumers, owing to changing lifestyle and growing influence toward outside food. Increase in popularity of creative cooking and baking among consumers has availability of a variety of cuisines for consumers. The revenue source for food service equipment market is based on the sales, after service, and replacement of food service equipment.

### **Market Segmentation**

The market segmentation is based on type, end user, and geography. Based on type, it is classified into braising pans/ tilting skillets, broilers/ char broilers/ grills/ griddles, cook-chill systems, fryers, ovens, cookers, ranges, kettles, steamers, and others. On the basis of end user, it is categorized into full service restaurant & hotels, quick service restaurants, and catering service. The market is analysed based on region into North America, Europe, Asia-Pacific, and LAMEA.

### **Market Definition & Scope**

The report incorporates the study of commercial cooking equipment. Equipment such as convection oven, combi oven, fryers and others designed to be used mainly in the food service industry (restaurants, hotels, cafes, bakery and similar others) are considered under the scope of study. However, industrial cooking equipment such as batch ovens, continuous ovens, belt ovens, conveyor oven & fryers, pressure fryers have not been considered under the scope.

End user segment is further divided into full service restaurants, quick service restaurants, and catering service. Restaurants/food outlets covered under each type are as follows:

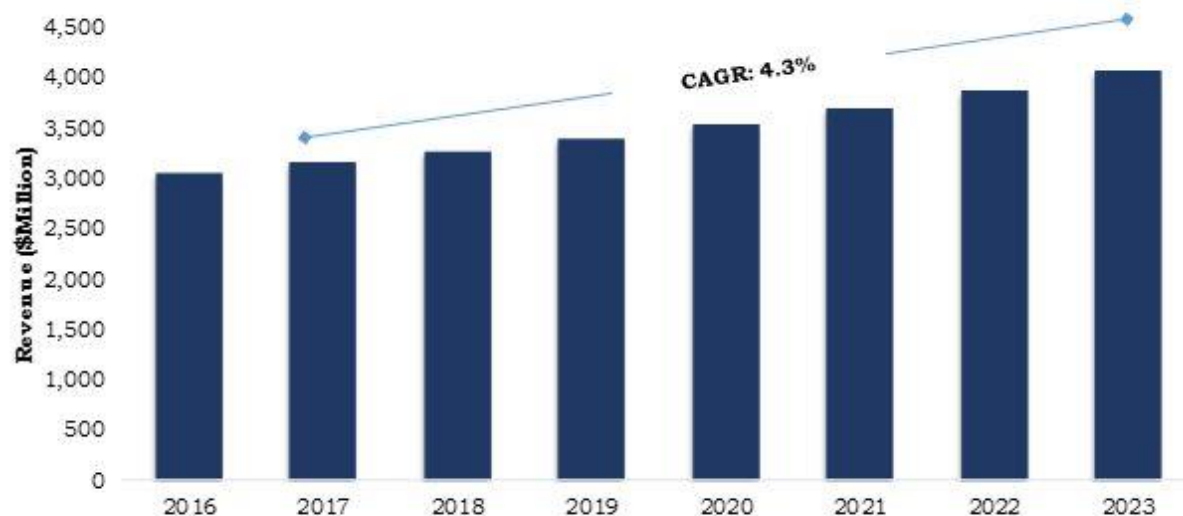
- Full service restaurants include traditional or fine dining restaurants.
- Quick service restaurants include take away, fast food outlets, food trucks, bars & pubs, bakery, and cafeteria.
- Catering service include food services provided for events, such as business meetings, social gatherings, or functions at various locations such as hospital, school, and corporate office.

## Market Dynamics

The **global commercial cooking equipment market** is driven by growth in hospitality industry and change in lifestyle. In addition, increase in concerns of food safety and rise in preference for quick service restaurants over full service restaurants drive the market growth. However, volatile prices of raw materials and huge capital requirement for setting up new manufacturing facility restrain the market growth. Moreover, technological innovations in food service industry, such as launch of new & advance, energy efficient, and cost-effective products, are expected to unfold numerous opportunities for the market growth. Furthermore, some of the major challenges for the market players is to manufacture lightweight, cost effective, and energy efficient equipment.

### Ovens Segment Leads the Commercial Cooking Equipment Market

The ovens segment accounted for the highest market share to the overall commercial cooking equipment market in 2016. This is attributed to high price and large user base of ovens in the food service industry. Convection ovens are widely used at various food service outlets. Increase in demand for combi ovens due to their versatile usage is the key driver of the market. Moreover, launch of ovens with sustainable technology, increase in the number of quick service restaurants, rise in inclination of people toward ready-to-eat products, and introduction of smarter features fuel the market growth.



## **Analysis of The Company and The Industry**

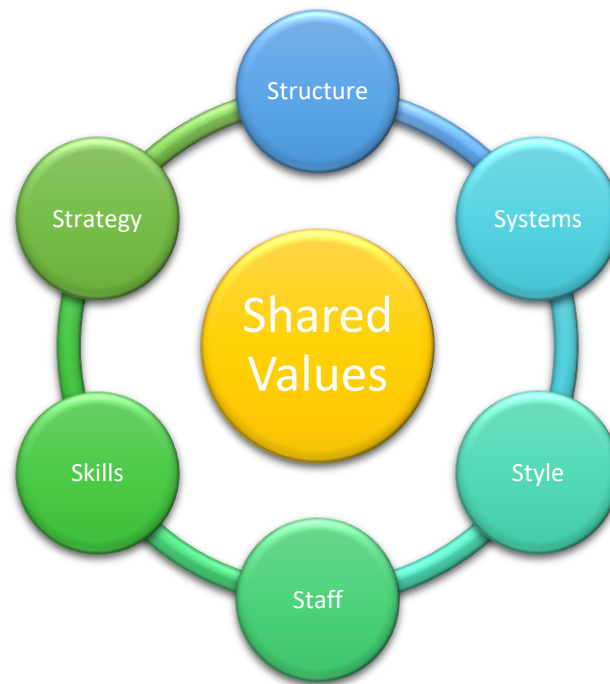
The Cheflin group was founded in 1991 after Mr. Rajesh Ahuja realised a need for manufacturing and consultancy services in the hospitality sector, which was in its infancy stages after the 'LPG' reforms. The company is a creation of a sustainable ideology that dictates Quality is the best form of marketing. Although a slow process, spanning three decades of customer satisfaction, sustainable growth and innovation through constant and consistent multi-varied efforts, Cheflin has established themselves as one of the pioneers of the industry. Their relentless effort to not cut corners and maintain SOP's throughout have put Cheflin in a one of its kind position in the market. Cheflin has witnessed allocation of tenders to themselves even if they weren't the lowest bidders at the proposal. The reason is credited to their stellar reputation in the market.

Internally, the active involvement of management in the operations have aided the employees associate with the company as their own. Attrition rate is close to 1% for this company and have employees staying with the group for more than 20 years, starting from a delivery boy who now heads operations at the company. The director, Rajesh Ahuja, himself maintains cordial relations with the industry and his employees on a regular basis. This allows the company to know the pulse of every situation developing inside and outside the organisation.

Some numerical facts stated below will allow anyone to understand why the company is a leader in its field.

Business Type	Manufacturer, Supplier, Trader and Service Provider
Sales Volume	300Million
Import Volume	100 Million
No. of Staff	400
Year of Establishment	1991
No. of Production Units	04
OEM Services	Yes to over 150 firms
Production Type	Semi-automatic
No. of Engineers & Designers	N/A
Standard Certification	ISO, IGCC, CE and FHRAI
Products Offered	1. Commercial Food Service Equipment 2. Refrigeration Equipment 3. Dishwashers 4. Consultancy 5. Fire Suppression Systems
Services Offered	Annual Maintenance Contracts (AMC)

## **McKinsey's 7-S Framework**



McKinsey 7s model was created in 1980s by McKinsey experts Tom Peters, Robert Waterman and Julien Philips with an assistance from Richard Pascale and Anthony G. Athos. Since the presentation, the model has been generally utilized by scholastics and professionals and stays a standout amongst the most mainstream vital arranging devices. It tried to display an accentuation on HR (Soft S), as opposed to the conventional large scale manufacturing physical assets of capital, foundation and hardware, as a key to higher hierarchical execution. The objective of the model was to indicate how 7 components of the organization: Structure, Strategy, Skills, Staff, Style, Systems, and Shared qualities, can be adjusted together to accomplish viability in an organization. The key purpose of the model is that all the seven regions are interconnected and an adjustment in one territory requires change in the remainder of a firm for it to work successfully.

## Shared Values

Chefline works on two primary principles – first, helping and aiding its team members grow through continuous development. A successful enterprise is created when its employees are satisfied and have the drive to reach their self-actualization. Secondly, offering its customers the best in class (industry-leading) services. Chefline follows a simple mantra that ‘Innovation-Quality-Standards’ should always be high (and beyond the mark).



**RESPECT**  
Value each other, our business partners, and our environment.



**HONESTY**  
Being genuine and open in our communication and business.



**GROWTH**  
Invest in personal and professional development.



**TEAMWORK**  
Work together towards a shared goal.



**CREATIVITY**  
Listen, encourage, and support different approaches as we continually strive to improve.



**COMMITMENT TO QUALITY**  
Deliver services and products that exceed stakeholders' expectations.

## Strategy

Chefline believes and is in fact one of the very few players that believe that the product should do all the talking. Chefline is rarely seen marketing their product on a push strategy, rather, the group has relied on a pull strategy that has taken decades to develop. One of Chefline's earliest clients still has an entire kitchen working on equipments from manufactured 3 decades ago. Chefline believes that the word of mouth in India is the sole driver of all decisions; Final

## Structure

The company is fairly centralised in its approach but is crucial for maintenance of quality of their products. Majority of decision are held with the top management of the company and a formal line of hierarchy is ensured on the factory floor as well as the front office.

## Systems

The Chefline group employs industry standard technologies and manufacturing processes. Laser powered metal cutting machines, CnC press, AutoCAD and a sophisticated intranet work process give the company and its employees an added advantage.

## **Style**

This is one of the most impressive part of the Chefline group. The doors to senior officials' offices are for namesake. They are open to everyone. Such an approach ensures that all levels of employees feel connected to the top management and hence the organisation. Such horizontal mindset of leadership made possible efficient delegation of work owing to mutual respect and understanding.

## **Staff**

The organisation has a very conducive environment for employees. It presents a good mix of hygiene and motivating factors. The former is the form of decent salaries, up-class infrastructure, stringent safety norms, prompt HR Help, conveyance and other facilities, etc. However, it is the latter which matters more as motivating factors are responsible for better satisfaction.

## **Skills**

Chefline's manufacturing methods go hand-in-hand with the quality materials that are used. Chefline aims to create the highest quality products that last, and they do that by utilizing grade-A raw materials that pass their vigorous inspections process. Chefline workforce is in complete sync with the state of the art machinery and churns out production at an astounding rate. They've built their reputation on creating products that you can trust for their endurance.

## Porter's 5 Forces Model



Porter's Five Forces is a business investigation model that clarifies why various enterprises can support various dimensions of gainfulness. The model was distributed in Michael E. Porter's book, "Aggressive Strategy: Techniques for Analysing Industries and Competitors" in 1980. The model is generally used to break down the business structure of an organization just as its corporate system. Watchman distinguished five certain powers that have an impact in moulding each market and industry on the planet. The powers are much of the time used to quantify rivalry force, engaging quality, and benefit of an industry or market. These powers are:

### **Rivalry Amongst Existing Competitors**

This power alludes to the quantity of contenders and their capacity to undermine an organization. The bigger the quantity of contenders, alongside the quantity of identical items and administrations they offer, the lesser the intensity of an organization. Providers and purchasers search out an organization's opposition in the event that they can offer a superior arrangement or lower costs. Then again, when aggressive competition is low, an organization has more prominent capacity to charge more expensive rates and set the terms of arrangements to accomplish higher deals and benefits.

Chefline and its industry competitors strive to be on the L1 position for tenders and contracts. The industry players sometimes undervalue the proposals to oust their competitors and gain the Lowest bidder position to win the contract. Although competitors are low the organisation has very little room to charge as per their will.

## **Threat of New Entrants**

An organization's capacity is additionally influenced by the power of new participants into its market. The less time and cash it costs for a contender to enter an organization's market and be a viable contender, the more an organization's position might be fundamentally debilitated. An industry with solid boundaries to passage is an appealing component for organizations that enables them to charge more expensive rates and arrange better terms.

The industry is quite restricted in nature as a lot of capital is required to establish operations. Although, manufacturing can be outsourced but due the very limited number of competitors in the industry, the very attempt to bid for a contract while outsourcing is futile as the manufacturer who has been outsourced to is also applying for the bid.

## **Bargaining Power of Suppliers**

This power tends to how effectively providers can drive up the expense of sources of info. It is influenced by the quantity of providers of key contributions of a decent or administration, how special these sources of info are, and the amount it would cost an organization to change starting with one provider then onto the next. The less the quantity of providers, and the more an organization relies on a provider, the more power a provider holds to drive up information expenses and push for bit of leeway in exchange. Then again, when there are numerous providers or low exchanging expenses between opponent providers an organization can keep information costs lower expanding benefits.

Cheflin's main raw material is Stainless Steel of the highest food grade quality. The group also imports customised and specialised equipments that perform specific tasks and is generally made to order. The nature of made-to-order industry dictates uneven ordering levels pf inventory with the suppliers and hence make the group susceptible to the whims of suppliers woes and market fluctuation.

## **Bargaining Power of Buyers**

This explicitly manages the capacity that clients need to drive costs down. It is influenced by what number of purchasers or clients an organization has, how critical every client is, and the amount it would cost an organization to discover new clients or markets for its yield. A littler and all the more dominant customer base, implies that every client has more capacity to consult at lower costs and better arrangements. An organization that has many, littler, autonomous clients will have a simpler time charging more expensive rates to build productivity.

The industry has two very important parts that out the buyer at a splendid position. First, the market is a very narrow one and isn't your mass market scenario. This allows for the opportunities for sellers to be low. Secondly, the time required to complete one sale goes upward of 6 months. Which allows the buyer to take advantage of any market fluctuations and defer what isn't their favour.

## **Threat of Substitutes**

Substitute merchandise or administrations that can be utilized instead of an organization's items or administrations represent a danger. Organizations that produce merchandise or administrations for which there are no nearby substitutes will have more capacity to build costs and lock in good terms. At the point when close substitutes are accessible, clients will have the choice to do without purchasing an organization's item, and an organization's capacity can be debilitated.

Understanding Porter's Five Forces and how they apply to an industry, can empower an organization to change its business procedure to all the more likely utilize its assets to create higher profit for its financial specialists.

Cheflaine has created a unique image of being the most reliable vendor in the industry and oust its competition even when its prices are significantly higher than the rest

# Projects undertaken at Chefline Associates

## Complete Marketing Plan For Mass Market Bread with Reference to 5C's of Marketing

Chefline had set up a Commissary based business to showcase their line of equipment as a model kitchen which also supplies semi-finished goods to hotels, restaurants and institutions who do not have capital to set up an additional bakery outlet. In the wake of coronavirus, the company has now launched its own daily bread loaf supply to all residents of Delhi NCR.

The project allotted to us is based on the 5C's Marketing; **Company, Collaborators, Customers, Competitors** and **Climate**.



### Company

We are to evaluate the product strengths of the company and product as a whole and deliver marketing briefs as per the company strategy.

### Collaborators

The company expects us to identify partners to sell breads to and distributors who can add value to the organization. The bread is priced at a premium and is for customers who appreciate quality into their daily consumption of products.

### Customers

We are to create a customer persona for the company that will be used to create a social media campaign for the same and help refine promotion strategy for the company.

### Competitors

Analyze competition business model like Harvest, Mrs. Bector and Britannia.

### Climate

Understand the requirement of various licenses to sell and improve the validity of the product.

## What is the 5c Analysis?

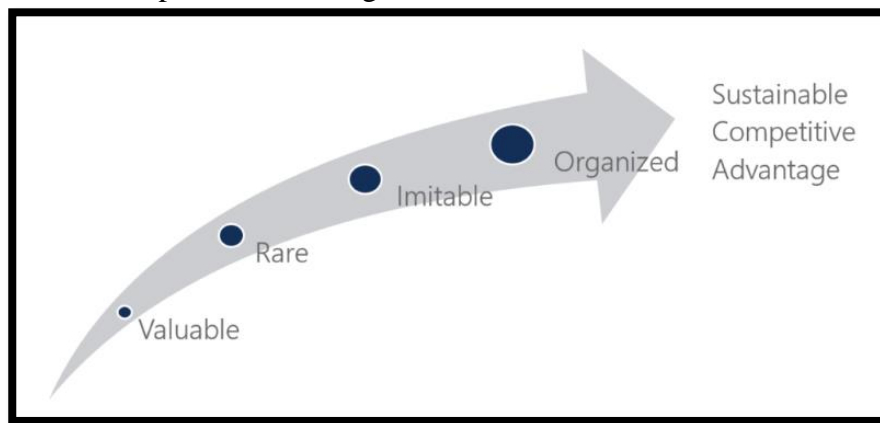
5C Analysis is a marketing framework used to conduct situation analysis and analyse the company's ecosystem. Conducting a situation analysis is one of the important steps in identifying the research problem. A situation analysis involves examining the external environmental factors and internal organizational capabilities that impact how a company operates. The 5cs are as follows:

- **Company**
- **Collaborators**
- **Customers**
- **Competitors**
- **Climate**

Now let us understand the role of each C in this analysis :

### Company

Whenever one is analysing the organization using the 5c framework, the point of focus is to identify the company strengths and weakness as well as to discover if company has any **sustainable competitive advantage** over others in the form of economies of scale, technological advancements, brand equity etc. The VRIO ( Variable Rare Imitable Organisation) model is being used to identify if company assets provides the sustainable competitive advantage to the overall business model.

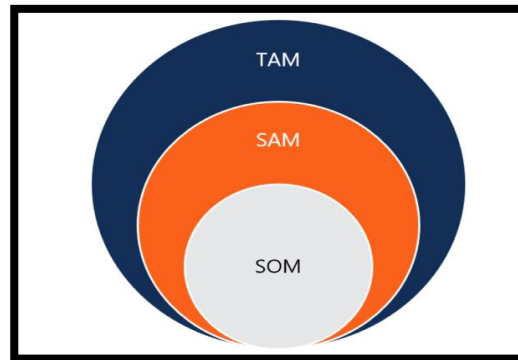


### Collaborators

These are a group of people who form the part of upstream integration. They are the suppliers, distributors, alliances and partners that enhance the company's supply chain and provide them with goods or services at time. It ranges from spot contracts to quasi vertical integration. Analysis on the collaborators help you realise that more people are required to run a business than one would have thought of. It helps to track down which people are responsible for which task and helps the manager to know whom to contact if a problem arises.

## **Customers**

These are a group of people for whom you run the business. They are the buyers of your product and services in the market. Analysing this group of people helps to answer questions like what is the total market size and segments, what are the purchasing habits, trends and buying pattern for different products, what is the overall customer satisfaction, etc. one can make the necessary decisions on the production level, product changes after having answers to these questions. The customers are broken down into three main sizes- Total Available Market, Serviceable Available Market and Target Market.

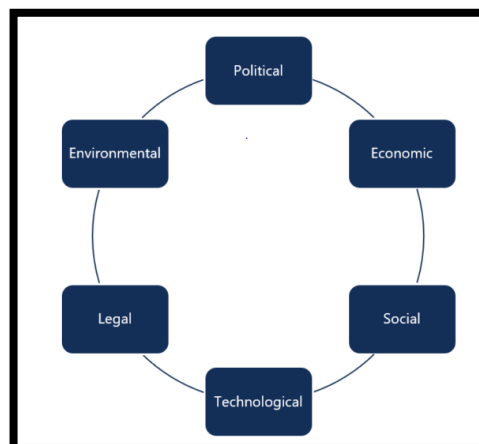


## **Competitors**

Competitors are the ones who are operating in the same industry as the company for which analysis is being conducted. While analysing the competitors, the company needs to find out what is the current market share of different customers, what are their strength and weakness, what are the threats prevailing over them and what opportunities exist for them in the current market scenario. One needs to study about the products of other company and how its attracting more customers if the case may be. If one needs to survive and excel, one needs to know all the time about their competitors move and make decisions accordingly.

## **Climate**

Dealing with the Climate in which a focal company operates is usually carried out with the help of PESTLE analysis. It includes the macro and other factors over which the business have no or limited control. Changes in these contextual factor usually impacts the whole industry than a particular small business unit. If a company gets advantage through these it does not translate into sustainable advantage or vice versa.



## Project Course

Particulars	Course of Action	Outcome Expected
<b>Company</b>	Analyze the advantages of the company and the product w.r.t USP. Also Analyze the possible disadvantages that may become a threat to the company	Clearly highlight Threats and Opportunities
<b>Collaborators</b>	Identify possible vendors and distributors in the target market. Calling on a daily basis to approve sampling and push products with vendors	Identify Business Outlets
<b>Customers</b>	As per the analysis of the company and product, we define a customer persona and identify our target market	Develop Targeting Strategy
<b>Competitors</b>	Competition analysis to be made on two counts. Existing bread products available with distributors. Range of INR 2 within our pricing to find out competition.	Understand Current Market Scenario
<b>Climate</b>	Analyzing the everchanging environment in the wake of coronavirus and lockdown	Understand the legal and environmental implication of coronavirus



## Research Project Thesis

1. Introduction
  - a. Marketing plan for organizations first step towards B2C market
  - b. Objectives – To study, analyze and suggest an approach to launch Mass Market Bread
  - c. Utility – To establish dominion over B2C market and diversify channels of business
2. Methodology
  - a. Approach – Qualitative inputs from Top Management for understanding the workflow and Quantitative by gathering data from marketplace vendors
  - b. Source of Data – Primary: Observations and Recordings | Secondary: Research Publications on competitors
  - c. Method of Data Collection: Informal Interviews, Surveys and Telephonic data building
  - d. Size of Samples: 15 Pin codes across Delhi (2500 Vendors)
3. Context of Industry Problem
  - a. Hospitality Industry is majorly based on travel and human interaction, which are cornerstone of infection cesspool. Cheflines major source of income is from the B2B model and due to the pandemic, the vulnerability of this model was exposed, thus, the company decided to foray into the B2C model for necessities and the healthcare sector as well.
4. Presentation of Data
  - a. The project made us present the facets of the necessity goods industry as per the five C's of marketing
    - i. Company
    - ii. Collaborators
    - iii. Customers
    - iv. Competitors
    - v. Climate
5. Analysis and Discussion
  - a. *As per the discussion with the company, the analysis and the results of our research cannot be shared due to standing NDA with the company*
  - b. Although few observations I made are as follows
    - i. High scope in urban areas as people do want a premium bread
    - ii. Cheflines price point is on the upper limit of average market price
    - iii. Cheflines expertise in operation can easily help them overcome any supply chain challenges
    - iv. Bread products do not attract a GST
    - v. Competition makes chemically additive breads

## Our Work

### Website Write-Up

#### SS Hoods by Chefline

SS Hoods by Chefline is our endeavor to bring function, safety, and precision into the area of kitchen ventilation systems. We work closely with your team at the initial stages of planning your facility to understand the vision behind your project and execute it to industry-leading standards.

#### DESIGNING

Our in-house designing team takes care of all your planning woes. We use industry standard specifications along with physical site inspections (CFM Calculations, Fire Suppression requirements etc.) and deliver precise shop drawings down to the minutest details that helps in the perfect product fit operations every time. Our detailed sectional advanced drawings give a realistic idea to visualize how your facility will look like at the hands of qualified professionals of our team.

#### INSTALLATIONS

Our installation team is competent and experienced in their field. We carry the necessary site certifications and maintain all possible safety standards. Our engineers strive towards excellence in each and every project they undertake and are carefully vetted to ensure that they are fully trained and have adequate experience in their field of operation. Chefline strives to keep up with the changing demands of the industry in order to deliver the nothing but the best. Our policy of managing projects closely, adhering to strict safety guidelines and demanding the highest quality workmanship, we continue to build our reputation for completing projects on time and within budget using the most efficient solutions.

#### AMEREX KP RESTAURANT FIRE SUPPRESSION SYSTEM

Amerex offers two systems to meet the industry's varying needs. With the Amerex KP Restaurant Fire Suppression System you get appliance-specific coverage that typically offers lower initial cost. The KP system is ideal for uses where appliance location is fixed such as in fast food chains, casual dining, cruise ships and school cafeterias.

#### AMEREX ZD RESTAURANT FIRE SUPPRESSION SYSTEM

The Amerex ZD Restaurant Fire Suppression System adds greater flexibility by letting you reconfigure a kitchen or move appliances without moving nozzles. Because of its adaptability, this system is the most cost effective choice over the life of the system. The ZD system was designed with fine dining, culinary schools, military facilities, hotels and hospitals in mind.

## **TWO PRONG ADVANTAGES**

### **GREASE FILTER**

Our filters are manufactured from the best in class stainless steel - SS304 and designed ergonomically for easy removal and installation. Our grease filters collect grease and stop flames from penetrating into the hood exhaust ductwork.

The solid construction of each hood filter ensures a reliable flame barrier when you need it. Practicing efficient grease removal lowers the risk of incidents such as flare-ups ultimately puts less pressure On your fire suppression systems

### **UV FILTERS**

Chefline has strived to find creative solutions to long term issues that aid our clients in multitudes.

Hence is the addition of UV Elements into our reliable ventilation systems.

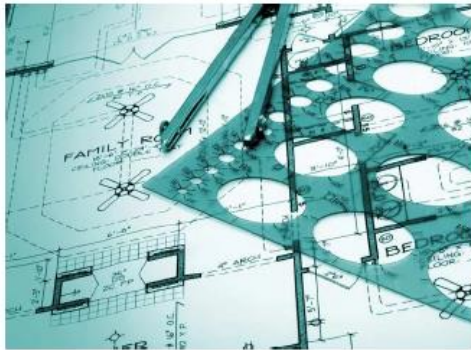
UV filtration reduces the need for duct work cleaning and can prove more efficient than conventional filtration methods. The UV Filtration works by using UVC lamps to break down organic material by a combination of photolysis and ozonolysis and destroys odours more efficiently and is cost effective than conventional systems over a standard lifetime of products.



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## WHY US?



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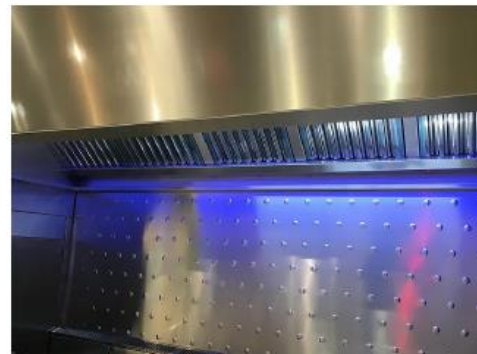
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Cheflines Associates Private Limited

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CIN: U28996DL1998PTC096295 | PAN: AAACC6676K | GST: 07AAACC6676K1ZB

## HANDS-FREE SANITIZER DISPENSER



- SS202 OR SS304 make.
- Fits most 500ml round sanitizer bottle
- Foot Pedal or Sensor Operated models available



Foot Operated Model

CAPL-H-A-15-SS202 - **INR 2500**  
CAPL-H-A-16-SS304 - **INR 3500**  
450x450x1000 mm

Sensor Operated Model

CAPL-H-A-17-SS304 - **INR 16,000**  
230x150x360mm

- Ready stock available
- Proudly made in India.
- Branding options available
- Sanitizer bottle not included
- Payment Terms: 100% Advance
- GST and Freight as applicable extra.



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## UV SANITIZER BOX



UV Sanitizer Box

CAPL-H-A-18A-SS304 - **INR 10,000**  
550x400x400mm



- SS304 make
- 550x400x400mm
- Auto-cutoff of UV light when the door is opened



- Ready stock available.
- Proudly made in India.
- Payment Terms: 100% Advance
- GST and Freight as applicable extra.



Ultra-violet (UV) lamps should not be used to disinfect hands or other areas of your skin. UV radiation can cause skin irritation and damage your eyes. Cleaning your hands with alcohol-based hand rub or washing your hands with soap and water are the most effective ways to remove the virus.

## **Suggestions and Recommendations**

As per my understanding of situation, Chefline would be facing 4 specific problem areas in the next 5 years.

- The fury of coronavirus on accommodation industry has decreased one of the quickest developing ventures to a halt, it is questionable whether the travel industry market will restore and when will it do as such. Additionally, a significant measure of items are imported from different nations, which presently hangs in funds receivable to exchange limitations.
- Entry of established multinational corporates like Electrolux, Rational etc. into the commercial space would be disturbing, what is called a tightly knit industry.
- Chefline has launched Chefline Healthcare which is entering into the sanitising of personnel and things alike and the company plans to take its product to consumer for the first time as well in near future (Picture below)
- Chefline had likewise financed a commercial based bakery business so as to flexibly fundamental heated items to independent cafés and lodgings who don't have capital for a costly set-up. The bread shop, presently a piece of Chefline, plans to take its item to a mass market level with preferences of Harvest and Britannia

Since, the industry has been brought to a standstill and the future hangs in balance, Chefline should realign itself to use their production capacity to produce need of the hour products. Which the company has started to act on with the help the research backed by interns. The company should now look at the consumer market as their expertise in B2B translated into B2C given their drive for quality.



*Chefline's UV ovens for Sanitizing Groceries and other Departmental Products*

## Key Learning from Summer Internship

This summer internship has helped me to augment my **research based skills**, since we had to find relevant research on day to day basis. It also helped me to improve my **time management skills**, where I learned to work and manage multiple projects at the same time, and would have to prioritize and allocate time accordingly. We also had to ensure that every project we completed were reviewed by our mentor and relevant changes were made before the project deadline.

Besides this, from a theoretical perspective, I realized the importance of research before starting to work on any kind of assignment. I even realized the increasing importance of mapping out each aspect of any activity undertaken to account for uncertainties that may follow in the future. The Cheflines work ethic as they call it, is based upon delivering the best and that happens when the minutest of actions are performed to near straight perfection. The top management of Cheflines which is approximately a team of 20 people are all certified Six Sigma Black Belt holders. Apart from that my mentor, Mr. Mudit Ahuja, is a certified trainer and a bonafide member of various organizations like Fire and Safety Association of India, NRAI and LCB to name a few. This points towards how important training and development at any stage of your work life add value to the company.

It helped me to improve my selling abilities as I generated many leads and converted some of them in their healthcare segment which is the new vertical of the company.

Overall, my experience at Cheflines, given the extraordinary situation prevailing around the globe was a big eye opener to insights in the corporate sectors and how work for these companies can be done even from sitting at home. I thank each and every person who was along me in this journey.

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